

Sneha Nemali

UX Designer | IF Design Awardee 2020
Designing User Experiences since 2017
Started My Journey In The Creative Industry In 2012

www.snehanemali.com
nemali.sneha92@gmail.com

With a vision to be able to design for **humane experiences**, I lead with **solution-first** strategies, **data-driven designs** and, most importantly - **storytelling**.



What was it like to practise this through my years as a Designer?

Currently designing *Ida*, an intelligent dairy farmer's AI assistant.
(Where board meetings are at a farmer's barn, data meets design)

Worked with 30+ brands to establish their digital stores online during the pandemic.
(This also included building high performance multidisciplinary teams, stakeholder management & communication, project management)

Helped design and build a market-ready mindfulness application for a smart ring.
(Pssst: not bragging but this won an award)

Helped deliver user-end solutions in the form of apps for brands as an entrepreneur.
(On the hindsight, this was quite an early entrepreneurial foray)

Masters

M.A Advertising & Design

University of Leeds, United Kingdom

Batch of 2017 - Distinction

Skills

UX, UI & Visual Design

User Research, Persona analysis

User journey mapping, User Testing

Project management

Development support

Design Lead

Software

Figma, Sketch, Invision

Adobe XD/ Illustrator/

Photoshop/ InDesign

Awards



dhyana - The wearable and the mobile app won the prestigious iFDesign Award 2020 @ Germany.

UX Designer @ Connecterra BV

Amsterdam, March 2021 - Present

Designing a SaaS platform - *Ida*, a tool to make dairy farming more predictive, efficient and sustainable with the help of data.

UX & Design Managing Consultant @ Boring Commerce

Hyderabad, March 2020 - February 2021

Built and trained a team of 10 designers who worked with 30+ brands translate their brand experiences into the virtual marketplace during the pandemic.

UX Designer @ Avantari

Hyderabad, November 2018 - November 2019

Managed and lead the team in building the app experience for **dhyana** (a smart ring for meditation). Married the wearable with an app, helped bridge mindfulness with technology. *Dhyana* was also presented at CES 2020, Las Vegas, USA.

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www.linkedin.com/in/snehanemali

www.instagram.com/snehanemali

■ Undergraduation

B.A Mass Communication & Journalism

Osmania University, India

Batch of 2013

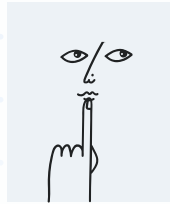
■ Intrapersonal Skills



T-Shaped



Solution-Lead



Curious



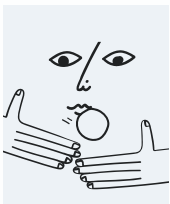
Self-Aware



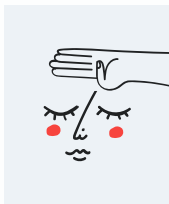
Self-Motivated



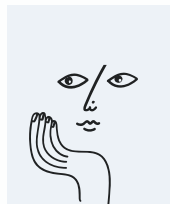
Self-Critical



Transportable Skills



Enduring Relationships



Meaningful Experiences

■ References

Abhishek Jajodia

CEO & Co-Founder, Boring Commerce

abhishek@boringcommerce.com

Vimal Chandru

Sr Product Designer, Team Dhyana

vimal@avantari.org

■ Co-Founder & UX Designer @ Turquoise Tales Design Studio

Hyderabad, March 2015 - November 2018

An entrepreneurial journey that involved end-to-end delivery of creative & UX lead solutions for brands.

■ Intern Digital Media Strategist @ N-Ergy

Wetherby, November 2017 - January 2018

■ UX Intern @ DXC Technologies

Newcastle, May 2017 - September 2017

■ Social Media Strategist & Content Marketeer @ WASP Mobile

Hyderabad, June 2015 - September 2016

■ Content Analyst @ Cupick

Hyderabad, December 2014 - June 2015

■ Quality Analyst @ Amazon

Hyderabad, January 2014 - September 2014

■ Customer Experience Executive @ Amazon

Hyderabad, June 2013 - January 2014

■ Customer Experience Intern @ Amazon

Hyderabad, September 2012 - January 2013